

M.COM

Program Outcome(PO)	
PO	Gain knowledge of Organizational Behavior, Management of sales, economics, Environmental & legal issues, Corporate & managerial accounting practices, statistical tools, Human Resource Management and understand applications of qualitative and quantitative techniques for marketing research.
Program Specific Outcome(PSO)	
PSO	This programme enhance the personality, learning abilities leadership qualities, confidence and teaching skills This programme is a stepping stone for Teaching.

I Year Semester I	
Course: MC-101 Organizational Behavior	
CO-101	Students will learn about nature, meaning; approaches for studying organizational behavior, personality & motivational theories, perceptual theories, learning theories, different aspects of Transactional analysis.
Course: MC-102 Business Environment	
CO-102	Students will learn about Interaction matrix of business environment, Economic planning in India, various economic policies, Environmental Act Consumer Protection Act
Course: MC-103 Managerial Economics-I	
CO-103	Understanding Nature of Managerial Economics, Theory of Demand, Utility, Cost and Production function, Price determination under different Market conditions, phase of business cycle and Effects of Inflation
Course: MC-104 Company Law	
CO-104	To introduce the meaning, characteristics and types of Companies, clarify Memorandum of Association and Articles of Association, power of SEBI regarding Prospectus issued by Companies, understanding of the concept of Reconstruction & Amalgamation of companies and Winding up of companies
Course: MC-105 Accounting for Managerial Decision	
CO-105	Students will learn about Management Accounting techniques, Cost accounting techniques, Budgetary control techniques, Responsibility Accounting, Marginal & standard Costing and Contemporary issues in Management accounting.
Course: MC-106 Marketing Management	

CO-106	Understanding marketing in new perspective, understand the Marketing Mix, Marketing Research, product concept of marketing, Price determination Strategies and Social & legal aspects of Marketing
I Year Semester-II	
Course: MC-201 Human Resource Management	
CO-201	Students will be able to know about the Concept & evaluation of HRM, role of HR manager in dynamic environment, HR planning & policy, various recruitment method, selection Test ,Induction Program and methods for evaluate the performance of employees.
Course: MC-202 International Business Environment	
CO-202	To understand Framework for analyzing international business environment, study the various functions of international economics institutions like WTO, IMF, World Bank and to give knowledge about the foreign exchange markets and foreign exchange risk
Course: MC-203 Strategic Marketing.	
CO-203	Students will be able to know about the strategic role of marketing, corporate mission, vision, goals and objectives, corporate growth strategies, marketing strategies for various markets and relationship between business strategies and marketing mix
Course: MC-204 Financial Management & Policy	
CO-204	To study nature and scope of Financial Management, Understanding of Financial Planning & for casting, Investment Decision, Financing Decision, Capital Budgeting Decisions, Working Capital Management and Recent Development in Financial Management
Course: MC-205 Corporate Accounting	
CO-205	To provide the knowledge of companies, practical knowledge about valuation of shares, knowledge about the amalgamation, absorption and reconstruction of companies.
Course: MC-206 Business Statistics	
CO-206	To develop the student's ability to deal with numerical and quantitative issues in Business using various statistical tools like Index Numbers, time series analysis and theories of Probability
Course -MC-301 Computer Applications in Business	
CO-301	To understand about Basic computer organization, Central Processing Unit, input, output, and storage devices, System software – operating Electronic data processing; Intranet and extranet, World Wide Web, Multimedia technologies, Video conferencing, Broadband networks, Planning and designing web pages
Course : MC-302 Advanced Financial Management	
	To study the scope of Dividend Decisions: Types & determinants of

CO-302	dividend decisions, Dividend models, and corporate dividend practices in India. Capital structure decision, Merger and Takeover, Financial Restructuring, reorganization of capital, buy-back of shares-concept, Financial management of sick units
II Year Semester III	
Course -MC-308 Marketing Research	
CO-308	To understand about the Nature, scope and importance; Marketing research Process,, Research Design: Exploratory, experimental and descriptive research, Sampling design; Designing questionnaire; Methods of data Scaling techniques; Sampling and non-sampling error. Qualitative Research Techniques.
Course: MC-309 Advertising Management	
CO-309	To Provide the knowledge of Advertising Management Introduction to Advertising: Advertising nature Communication Process. Copy development and Testing, Planning Media Selection and Scheduling . Organization and Control of Advertise Management
Course MC-314 Entrepreneurship Development	
CO-314	To understand the ability of Entrepreneurship: Small Enterprises, Market Survey and Opportunity Identification: Environmental considerations: Personal Protection Equipment (PPEs) for safety at work places.
Course : MC-309 Advertising Management	
CO-309	To Provide the knowledge of Advertising Management Introduction to Advertising: Advertising nature Communication Process. Copy development and Testing, Planning Media Selection and Scheduling. Organization and Control of Advertise Management
Course MC-314 Entrepreneurship Development	
CO-314	To understand the ability of Entrepreneurship: Small Enterprises, Market Survey and Opportunity Identification: Environmental considerations: Personal Protection Equipment (PPEs) for safety at work places.
Course:MC-316 Human Resource Development	
CO-316	To understand the knowledge of Human Resource Development Concept, goals, scope, principles and functions; Knowledge Management: Employee Socialization and Orientation: Organization health, Organization climate
II Year Semester-IV	
Course MC-401 It and E-Commerce	

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To understand the ability of It and E -Commerce Meaning of electronic commerce, business applications of E-commerce, comparison with traditional commerce; Business models in E-commerce –e-shops, e-procurement.

Online marketing, Web-based advertising, Types of online advertisements; Viral Marketing

Course:MC-403 Project Planning and Control	
CO-403	To understand the ability of Project Planning and Control Identification of Investment Opportunities; Market and Demand Analysis: Technical Analysis: Financial Analysis: Appraisal Criteria and Process
Course- MC-411 Consumer Behavior	
CO-411	To understand the knowledge of Consumer Behavior, Internal Determinants of Consumer Behavior: Opinion Leadership and Diffusion of Innovations.
Course MC-412 Rural Marketing	
CO-412	To understand the ability of Rural Marketing Nature, characteristics, opportunities and challenges to rural market in India, Segmenting rural markets, Rural market vs. urban market, Rural marketing mix, Marketing of agricultural produce's-Initiatives by Government in Rural Sector.
Course MC-414 Corporate Governance	
CO-414	To understand the ability of Corporate governance: Financial disclosure, Business Ethics and corporate governance: Board of Directors: Composition of Board of directors & their role; Banks, Financial Institutions and Corporate governance:
Course: MC-416 Event Management	
CO-416	To understand the ability of Event Management Introduction to Events: Event as a Marketing Tool; Event Infrastructure: Concept of Market in Events: Concept of Product in Events: Event Management: Strategic Market Planning: Evaluation of Event Performance.